

**SCOTTSDALE PRIDE COMMITTEE
ONE CIVIC CENTER
7447 E. INDIAN SCHOOL
PLAN REVIEW CONFERENCE ROOM
SCOTTSDALE, AZ
MARCH 3, 2005**

MINUTES

PRESENT: Cristina Lenko, Chair
Don Scott, Vice Chair
Lisa Haskell
Richard Taylor
Pamela Wheeler
Richard Gayle
Ronald Robins
Sonnie Stevens
Cathy Zebarth

ABSENT: Chandra Bonfiglio
Ryan Freeburg
Richard Kimberly
Rosanna Organ
Zachary Stahmer

STAFF: Rob Millar
Decima Sever

CALL TO ORDER

Chair Lenko called the regular meeting of the Scottsdale Pride Committee to order at 5:35 p.m.

APPROVAL OF THE MINUTES

February 3, 2005 meeting

Mr. Robins stated that he did not attend the February meeting but his name was misspelled.

A Motion was made by Mr. Scott to approve the February 3, 2005 meeting minutes as amended. The Motion was seconded by Ms. Wheeler and passed unanimously.

NEIGHBORHOOD REVITALIZATION UPDATE

Ms. Sever presented the Committee with a copy of the program guidelines and selection criteria for the new neighborhood revitalization project that provides opportunities for residents south of Indian Bend to work with the city in initiating improvements to their neighborhoods. She reported that staff is requesting the Committee provide oversight to screening and selection. She reviewed the evaluation criteria and the process that will be used when the Committee reviews the applications at the April meeting. She stressed this is not a funding process. This process is to identify neighborhoods for potential funding.

Mr. Gayle inquired how much money was available for this program. Ms. Sever responded there is approximately \$400,000 available to spend in the neighborhoods in this area. She noted that a pilot neighborhood has been selected. She noted that this process is one by which the entire neighborhood is involved in the process. She further noted there is a Neighborhood Partnership piece that requires neighborhoods to give something back by participating in community projects and events. She responded to questions and comments from the Committee members' regarding the neighborhood revitalization program.

Ms. Sever provided information on the pilot neighborhood, Southwest Village. She discussed the types of projects Southwest Village is looking for street monuments that identify them as a neighborhood, streetscapes, benches, and public art. Ms. Wheeler stated that after the pilot neighborhood has been completed staff could direct other neighborhoods to that project that might have questions.

Chair Lenko stated that she did not know if it matters if the people participating were owners or renters because people who own the homes might be more likely to participate.

Chair Lenko requested staff provide the Committee with information on the neighborhood boundaries before the April meeting to allow them to drive by and become familiar with them.

BUSINESS ENHANCEMENT RECOGNITION

Ms. Stevens provided a brief update on the Business Enhancement Recognition program activities. She reported ten business enhancements are completed and are being submitted for the award. Two need to be verified that their projects are completed. Twelve are in the 'before' stage and will meet the criteria when their enhancements are completed. There are 24 businesses currently in the Business Property Enhancement Award project. She stated that she felt the program was doing great to have 24 projects in the first go around. She requested approval of the 10 finished projects. She stated that

she has talked to the business owners regarding the decal and they would put it in their windows or doors.

Mr. Robins stated there is a lot of enthusiasm for this program. Vice Chair Scott stated this is a wonderful idea and he is impressed with the progress.

(The Committee reviewed the pictures of the completed projects.)

A motion was made by Ms. Stevens to award the 10 Business enhancements that are completed with the Business Enhancement Award. Second by Vice Chair Scott and passed unanimously.

Ms. Stevens stated the tenant improvements and criteria are on hold. She further stated the next step is to meet with staff have the decals made. She noted the names of the award winners would be published in the Scottsdale Chamber of Commerce newsletter. She further noted staff would work on setting a date to present the winners at a City Council meeting. Ms. Wheeler suggested having the Pride Committee all sign a letter. Chair Lenko requested as many of the Committee members that can attend the City Council meeting as a show of support.

APRIL CLEAN & BEAUTIFUL MONTH

Mr. Millar reviewed the April Keep America Clean and Beautiful (KAB) activities:

- ◆ Christmas in April project
- ◆ Neighborhood Improvement Clean Up
- ◆ Adopt a Road cleanup
- ◆ EnviroKidsFest
- ◆ Pride Park Cleanup April 17th 1:00 p.m.

He reported keeping the City beautiful is a significant portion of our ongoing affiliation with Keep America Beautiful. He further reported that he would encourage everyone to register for these activities so we can report to KAB.

STAFF UPDATES

Mr. Millar announced that James Britt has resigned from the Committee. He reported City Council is aware of the vacancy. He further reported that Cathy Zebarth was one of the first people to participate in the new City Council process for appointing people to Boards and Commissions. Ms. Zebarth stated it was a lengthy process. She stated there

was one other person applying to serve on this Committee. Mr. Millar stated that individual would be invited back to apply for Mr. Britt's vacancy.

Mr. Millar provided a brief update on the Regional Litter Task Force on which Scottsdale has been invited to participate. It is a Valley wide group that is working on creating a meaningful anti-litter campaign. He reported litter is becoming a very high-profile issue because there are a lot of folks complaining about the litter on the freeways. He further reported the Task Force meets on a quarterly basis.

Mr. Millar passed out a flier on a Neighborhood Conference that they are all invited to attend.

Mr. Millar reported that it is important for those Committee members' who have not attended the Boards and Commission Orientation to do so.

Mr. Millar stated with regard to business cards we are trying to move away from business cards because of the cost but if any member really needs them, they will be provided. Chair Lenko suggested having business cards with the staff liaison information.

Mr. Millar requested when the monthly meeting agenda and minutes are emailed that everyone replies yes or no with regard to whether they will be at the meetings.

Mr. Millar stated the Chair and Vice Chair has requested the Committee review their Bylaws at a future meeting.

MEMBER UPDATES

Chair Lenko stated she was glad that Cathy was reappoint to the Committee. She requested Ms. Zebarth provide them with information on the new appointment process. Ms. Zebarth explained that there are six or seven questions that require a written response and then you give a speech and the Council votes. She added it was a formal meeting.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 6:55 p.m.